



Program Evolution

History:

- Launched in 2025 as the Riverside Founders Hike

🏆 Award of Merit from the California Association for Local Economic Development (CALED)

In 2026, we rebranded into: Walk the Talk: Riverside Entrepreneurs





Program Purpose

- Provide a consistent, accessible space for:
 - Entrepreneurs, Creatives, & Professionals
- Focus on:
 - 🍷 Relationship-building
 - 💡 Knowledge sharing
 - 🌱 Business growth

“This is networking in motion, where relationships are built naturally.”



Program Format

Details:

- 📅 Meet on a Friday morning
- 🕒 8:00 AM start time
- ⌚ ~1.5 hours
- 📍 Explore different areas/parks in the City



What's New in 2026

Business Spotlight Integration

- Each walk now features a local business spotlight
- March: Featured: Bolcupop!
- Woman-owned açai business



BLUE ZONES PROJECT

Strategic Partnership: Blue Zones

- Partnership aligns with:
 - Health
 - Longevity
 - Community well-being

Why it matters:

- Connects economic development with public health outcomes
- Encourages:
 - Physical activity
 - Mental wellness
 - Social connection





Why This Matters

- Entrepreneurs often lack:
 - Informal networks
 - Peer support

This program delivers:

- ✓ Organic networking
- ✓ Cross-sector collaboration

Economic Impact:

- Business retention
- Local visibility



City & Community Benefits

- Activates public spaces
- Promotes:
 - 🌿 Wellness
 - 🏙️ Civic pride
 - 🤝 Engagement
- Positions Riverside as:
 - Entrepreneur-friendly
 - A leader in people-centered economic development

Closing

- Our program represents:
 - A recognized, award-winning program
 - Economic development
 - Public health
 - Community engagement

Walk the Talk: April 24th

- Time: 8:00 am
- Ameal Moore Nature Center:
400 Central Ave, Riverside, CA
92507



Recommendation

That the EDC Committee receive and file the Walk the Talk: Riverside Entrepreneurs Update.



THANK YOU!

